

wherein each of said available classifications corresponds to a predetermined range of coffee taste preferences; and

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said Multiple Self-Characterization Cues comprising one Abstract Lifestyle/Personality Cue which is the same object across three or more classifications but varies in shape, whereby the consumer identifies and purchases one or more of said products.

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Please amend claim 20 as follows:

20. (Amended) A method for directing a consumer to one or more types of coffee from a plurality of options, said method comprising the steps of:

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presenting Multiple Self-Characterization Cues to said consumer regarding said consumer's coffee taste preferences, said information collection being provided through the use of a representation at the point of purchase;

said representation describing a classification of coffee products from among at least two available classifications, each of which may contain multiple coffee products, wherein each of said available classifications corresponds to a predetermined range of coffee taste preferences; and

said Multiple Self-Characterization Cues comprising one Non-Coffee Related Abstract Lifestyle/Personality Cue which a unique object across three or more classifications, whereby the consumer identifies and purchases one or more of said products.

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Please amend claim 53 as follows:

53. (Amended) A method for directing a consumer to one or more types of coffee from a plurality of options, said method comprising the steps of:

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presenting two or more Non-Coffee Related Multiple Self-Characterization Cues to said consumer regarding said consumer's coffee taste preferences, said information collection being provided through the use of a representation at the point of purchase;

said representation describing a classification of coffee products from among at least three available classifications, each of which may contain multiple coffee products, wherein each of said available classifications corresponds to a predetermined range